

WMC

ORDER



Flight Dates 11/02/12-11/06/12

Order Sep 00:15:00

Product

Estimate # **3212**

Contract / Revision **844955** /

PHILLIPS FOR SUP CRT (R-MS) 32

Alt Order # **06402599**

Original Date / Revision
11/02/12 11/02/12

Agency Com 15%

<u>Billing Type</u>	Cash
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Billing Contact

<u>Order Type</u>	Political
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Advertiser Phillips, Richard "Flip"

Billing Cycle EOM/EOC

**7669 Stagers Loop
Delaware, OH 43015**

Billing Calendar BROADCAST

Agency Strategic Media Placement.

Demographic A35+

Buying Contact **Whitney Eversole**

<u>Rev Codes</u>	Agency	Political	Pol-Candid
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Sales Office T-PHI

Product Codes PL685

Sales Region National

Priority P 3

**7669 Stagers Loop
Delaware, OH 43015**

Agency RefAdvertiser Ref

Primary Account Executive
Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%		

Order Share 39% Market Value 18974

Competing Station	% of Order	Amount
WBUY	%	0
WHBQ	23%	4364
WKNO	%	0
WLMT	%	0
WMAV	%	0
WMCt	%	0
WMCw	%	0
WPTY	5%	948
WPXX	%	0
WREG	33%	6261

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	13	\$6,290.00	\$7,400.00	0.00	10/29/12	11/06/12	13	\$6,290.00	\$7,400.00
Totals	13	\$6,290.00	\$7,400.00	0.00					

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	13	\$6,290.00	\$7,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WMC	11/05/12	11/06/12	NBC Today Show	Comm	7-9a	MT-----	:30	4	\$400.00	P 3	0.00	NM	4	\$1,600.00
NBC Today Show															
1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	MT-----		4		\$400.00		0.00					
E 2	WMC	11/03/12	11/03/12	NBC Saturday Today Show	Comm	SAT 6-8a	-----1-	:30	1	\$175.00	P 3	0.00	NM	1	\$175.00
NBC Saturday Today Sho															
2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----1-		1		\$175.00		0.00					
E 3	WMC	11/03/12	11/03/12	Action News Saturday @	Comm	SAT 8-10a	-----1-	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
Action News Saturday @															
3															



Contract / Revision 844955 Flight Dates 11/02/12-11/06/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:15:00

Advertiser Phillips, Richard "Flip" Product PHILLIPS FOR SUP CRT (R-Estimate # 3212

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WMC	11/03/12	11/03/12	Action News Saturday @ 8a Action News Saturday @	Comm	SAT 8-10a	-----1-	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1-	1		\$200.00		0.00						
E 4	WMC	11/04/12	11/04/12	Action News Sunday @ 8a Action News Sunday @ 8	Comm	SUN 8-9a	-----1	:30	1	\$225.00	P 3	0.00	NM	1	\$225.00
4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1	1		\$225.00		0.00						
E 5	WMC	11/05/12	11/05/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	2-----	:30	2	\$400.00	P 4	0.00	NM	0	\$0.00
5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	2-----	2		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WMC	11/05/12-11/11/12		Action News 5 @ 5p	M-F 5-530p		M-----	:30	(\$400.00)		0.00	NM			
See MG 6.3,6.4,6.5,6.6															
[only 4 breaks in this show - you have 6 spots - per jessica - cant run 2x in one break]															
2	WMC	11/05/12-11/11/12		Action News 5 @ 5p	M-F 5-530p		M-----	:30	(\$400.00)		0.00	NM			
See MG 6.3,6.4,6.5,6.6															
[only 4 breaks in this show - you have 6 spots - per jessica - cant run 2x in one break]															
E 6	WMC	11/03/12	11/03/12	Sat Action News 5 @ 5p Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----2-	:30	2	\$200.00	P 4	0.00	NM	4	\$3,400.00
6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----2-	2		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WMC	10/29/12-11/04/12		Sat Action News 5 @ 5p	SAT 5-530p		-----Sa--	:30	(\$200.00)		0.00	NM			
See MG 6.3,6.4,6.5,6.6															
[No News due to Norte Dame football]															
2	WMC	10/29/12-11/04/12		Sat Action News 5 @ 5p	SAT 5-530p		-----Sa--	:30	(\$200.00)		0.00	NM			
See MG 6.3,6.4,6.5,6.6															
[No News due to Norte Dame football]															
3	WMC	11/04/12-11/04/12		NFL Football	SUN 715-1030p		-----Su	:30	\$2,400.00		0.00	NM			
Ⓜ MG for 8.2,8.1,5.2,6.2,7.2,7.1,5.1,6.1															
[makegoods for missed spots - 11/3(4), 11/5(4) preempts.]															
4	WMC	11/02/12-11/02/12		Friday Hour 3	FRI 9-10p		-----F----	:30	\$600.00		0.00	NM			
Ⓜ MG for 8.2,8.1,5.2,6.2,7.2,7.1,5.1,6.1															
[makegoods for missed spots - 11/3(4), 11/5(4) preempts.]															
5	WMC	11/03/12-11/03/12		Action News Saturday @ 8a	SAT 8-10a		-----Sa--	:30	\$200.00		0.00	NM			
Ⓜ MG for 8.2,8.1,5.2,6.2,7.2,7.1,5.1,6.1															
[makegoods for missed spots - 11/3(4), 11/5(4) preempts.]															
6	WMC	11/03/12-11/03/12		Action News Saturday @ 8a	SAT 8-10a		-----Sa--	:30	\$200.00		0.00	NM			
Ⓜ MG for 8.2,8.1,5.2,6.2,7.2,7.1,5.1,6.1															
[makegoods for missed spots - 11/3(4), 11/5(4) preempts.]															
E 7	WMC	11/03/12	11/03/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----2-	:30	2	\$200.00	P 4	0.00	NM	0	\$0.00
7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----2-	2		\$200.00		0.00						

Contract / Revision **844955** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:15:00

Advertiser **Phillips, Richard "Flip"** Product **PHILLIPS FOR SUP CRT (R-Estimate # 3212**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 7	WMC	11/03/12	11/03/12	Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----2-	:30	2	\$200.00	P 4	0.00	NM	0	\$0.00
				Sat Action News 5 @ 6p											
7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-		2				\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WMC	10/29/12-11/04/12		Sat Action News 5 @ 6p		SAT 6-630p	-----Sa--	:30		(\$200.00)		0.00	NM		
		See MG 6.3,6.4,6.5,6.6													
		[sold out - will not clear at this rate]													
2	WMC	10/29/12-11/04/12		Sat Action News 5 @ 6p		SAT 6-630p	-----Sa--	:30		(\$200.00)		0.00	NM		
		See MG 6.3,6.4,6.5,6.6													
		[sold out - will not clear at this rate]													
E 8	WMC	11/05/12	11/05/12	Wheel of Fortune	Comm	M-F 630-7p	2-----	:30	2	\$900.00	P 3	0.00	NM	0	\$0.00
				M-F Wheel of Fortune											
8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----		2				\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WMC	11/05/12-11/11/12		Wheel of Fortune		M-F 630-7p	M-----	:30		(\$900.00)		0.00	NM		
		See MG 6.3,6.4,6.5,6.6													
		[Sold out - every break is filled with Political - no one can move to tues]													
2	WMC	11/05/12-11/11/12		Wheel of Fortune		M-F 630-7p	M-----	:30		(\$900.00)		0.00	NM		
		See MG 6.3,6.4,6.5,6.6													
		[Sold out - every break is filled with Political - no one can move to tues]													
E 9	WMC	11/05/12	11/05/12	Late News M-F	Comm	M-F 10-1035p	2-----	:30	2	\$900.00	P 3	0.00	NM	2	\$1,800.00
				M-F Late News											
9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----		2				\$900.00		0.00			
													Totals	13	\$7,400.00

REP HEADLINE# 6402599
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
NOV2/12 10.02
*** WMC-TV ***

ADV # ADV. NAME POLI/F PHILLIPS/R/JUG/MS REP. # OFF. # SALESMAN #
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP

SALES PRSN PH- JIM QUINN

DELAWARE, OH 43015

ORDER # 844955 CONTRACT # 6402599 CLASS: NATL. LOCAL REGIONAL

PRDCT PHILLIPS FOR SUP CRT EST#3212 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV2/12 NOV6/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 10.02

REP: NEW POLITICAL ORDER

FD: 11/3 - 11/6

TTL: \$7,400

PLS CNF

THANKS

ANGELA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

FLIP PHILLIPS FOR SUPREME COURT

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 3212

1 700A-900A 30 \$400.00 11/5 11/6 4 M-TU 4

PROGRAM : NEWS

2 600A-800A 30 \$175.00 11/3 11/3 1 SAT 1

PROGRAM : SAT TODAY

3 800A-1000A 30 \$200.00 11/3 11/3 1 SAT 1

PROGRAM : TODAY SHOW

11/2/12

REP HEADLINE# 6402599
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

NOV2/12 10.02
 *** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			800A-900A	30	3	\$225.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
5			500P-530P	30	4	\$400.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
6			500P-530P	30	4	\$200.00	11/3	11/3	2		SAT	2
PROGRAM : NEWS												
7			600P-630P	30	4	\$200.00	11/3	11/3	2		SAT	2
PROGRAM : NEWS												
8			630P-700P	30	3	\$900.00	11/5	11/5	2		MON	2
PROGRAM : WHEEL OF FORTUNE												
9			1000P-1035P	30	3	\$900.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
NOV/12 \$7,400.00												
CONTRACT TOTAL												\$7,400.00
TOTAL SPOTS												17

MARKET TOTALS \$18,974 WMC 39% WHEQ 23% WREG 33% WPTV 5% WMTV 0% WPXX 0%
 SVC- NSI
 DEMOS- RA35+*

REP HEADLINE# 6402599 TRF# 844955 REP: TEL# 610-293-4100 FAX# 610-225-7233
 \$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! NOV2/12 17.44
 ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES *** ** WMC-TV ***

ADV # ADV. NAME POLI/F PHILLIPS/R/JUG/MS REP. # OFF. # SALESMAN #
 AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE
 7669 STAGERS LOOP SALES PRSN PH- JIM QUINN
 DELAWARE, OH 43015

ORDER # CONTRACT # 6402599 CLASS: NATL. LOCAL REGIONAL

PRDCT PHILLIPS FOR SUP CRT EST#3212 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES NOV2/12 NOV6/12 WK-1
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 17.44

REP: M1 BOOKED
 JTM
 STA: URGENT *****
 11/2/12
 SEE M1 MAKEGOOD OFFERS FOR MISSED SPOTS.
 SPOTS HAVE BEEN PREBOOKED.

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FLIP PHILLIPS FOR SUPREME COURT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11-6	10	A	900P-1000P	30	4	\$600.00	11/2	11/2	1		FRI	1

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 3212

PROGRAM : NEWS
 11-5 S 500P-530P 30 \$400.00 11/5 11/5 0 MON 0
 (2X) 11/5

ORD COM1: SEE MAKEGOOD OFFERS DUE TO TP SELLOUTS. SPOTS HAVE BEEN PREBOOKED.
 THIS IS A MAKE-GOOD FOR NOV5 ON LINE-5 FOR 2 SPOTS/WK
 THIS IS A MAKE-GOOD FOR NOV3 ON LINE-6 FOR 2 SPOTS/WK
 THIS IS A MAKE-GOOD FOR NOV3 ON LINE-7 FOR 2 SPOTS/WK
 THIS IS A MAKE-GOOD FOR NOV5 ON LINE-8 FOR 2 SPOTS/WK

11/2/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

11	A		800A-1000A	30		\$200.00	11/3	11/3	2		SAT	2
----	---	--	------------	----	--	----------	------	------	---	--	-----	---

PROGRAM : ACTION NEWS 5 AT 8AM
 ORD COM1 : SEE MAKEGOOD OFFERS DUE TO TP SELL-OUTS. SPOTS HAVE BEEN PREBOOKED.
 PART OF A MAKEGOOD MADE UP OF LINES 10-12

12	A		715P-1030P	30		\$2,400.00	11/4	11/4	1		SUN	1
----	---	--	------------	----	--	------------	------	------	---	--	-----	---

PROGRAM : NFL FOOTBALL
 ORD COM1 : SEE MAKEGOOD OFFERS DUE TO TP SELL-OUTS. SPOTS HAVE BEEN PREBOOKED.
 PART OF A MAKEGOOD MADE UP OF LINES 10-12

6	S		500P-530P	30		\$200.00	11/3	11/3	0		SAT	0
---	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NEWS

7	S		600P-630P	30		\$200.00	11/3	11/3	0		SAT	0
---	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NEWS

8	S		630P-700P	30		\$900.00	11/5	11/5	0		MON	0
---	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : WHEEL OF FORTUNE

M1	OK'D	BUY#5	MISSED: MON/500P-530P	NOV5 (2/WK)	30S	\$400.00	(NOV2/12)
		BUY#6	SAT/500P-530P	NOV3 (2/WK)	30S	\$200.00	
		BUY#7	SAT/600P-630P	NOV3 (2/WK)	30S	\$200.00	
		BUY#8	MON/630P-700P	NOV5 (2/WK)	30S	\$900.00	
			OFFER: FRI/900P-1000P	NOV2	30S	\$600.00	PLS ADVISE.
			& SAT/800A-1000A	NOV3 (2/WK)	30S	\$200.00	
			& SUN/715P-1030P	NOV4	30S	\$2,400.00	

CMT: SEE MAKEGOOD OFFERS DUE TO TP SELL-OUTS. SPOTS HAVE BEEN PREBOOKED.

NOV/12 \$7,400.00
 CONTRACT TOTAL \$7,400.00
 TOTAL SPOTS 13

MARKET TOTALS \$18,974 WMC 39% WHBQ 23% WRBG 33% WPTX 5% WLMF 0% WPXX 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT,being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3in the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/3/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title